MARKETING INFORMATION SYSTEMS, INC.

100 SYLVAN AVENUE, ENGLEWOOD CLIFFS, N.J. 07632
201-947-6900 • 212-239-7256

Dear Smoker:

Thank you for agreeing to take part in this cigarette test.

As promised when we talked on the phone, here are four packs of cigarettes -- two of each kind. As you can see, the packages are not printed as professionally as they would be in the marketplace.

The pair with a _____ circle is marked "SMOKE FIRST". Please do just that. Instead of your regular brand of cigarettes, please smoke nothing but these for as long as they last. Make notes about what you think of the way they are packaged on the "Opinion Form" that reads for cigarettes marked "SMOKE FIRST" - this form has the same color circle as the circle on the cigarette packs.

Then try the cigarettes in the pair of packs having a _____ circle, marked "SMOKE SECOND". Please smoke nothing but these for as long as they last, and make notes about what you think of the way these are packaged using the other "Opinion Form" marked with a matching circle.

When we call you by phone for your reactions, we will be asking you the answers to the questions on these two forms.

Remember: If you save the empty packs and mail them back to us in the postage-paid envelope included here, we will promptly send you a check for $10.00 for your trouble.

Many thanks for your time and cooperation.

Sincerely,

Susan L. Gleason
FIELD DIRECTOR

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